

RJ REYNOLDS

TOBACCO COMPANY

COPY

August 12, 1997

RJR Account #091800

Mr. G. Burns

CAPITAL CANDY CO., INC.

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear George:

SALEM .30¢ tear tape product has been ordered, as well as 10 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51845 6782

SEPTEMBER DELIVERY
SALEM TEAR TAPE
CAPITAL CANDY CO., INC.

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product / Premium Arrival: **September 2, 1997**
Ship Date to Retail: **Week of: September 8, 1997**

EFT \$ Amount: **\$1,438.48**
Non-EFT \$ Amount: **\$N/A**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51845 6783

OCTOBER DELIVERY
SALEM TEAR TAPE
CAPITAL CANDY CO., INC.

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product Arrival: October 2, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$1,438.48

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51845 6784

51845 6785

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											
SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHL SR	VAP WHL SR NAME	VAP PRCER	Salem	Salem	Salem
									FF	FF-100	LT-100
162201	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	91800	CAPITAL CANDY CO INC	17159	2	2	2
162301	113857	P E ST MARIE'S STORE	MAIN ST	NORTH TROY	VT	91800	CAPITAL CANDY CO INC	13032	3	3	3
162301	195353	CHAMPLAIN FARMS	RTE 78	SWANTON	VT	91800	CAPITAL CANDY CO INC	0	4	4	4
162301	558840	EAST END QUICK STOP	RTE. 7	GEORGIA	VT	91800	CAPITAL CANDY CO INC	0	1	1	1
162301	584358	WILSON'S COUNTRY STR	WEST MILTON ROAD	MILTON	VT	91800	CAPITAL CANDY CO INC	0	4	4	4
162301	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	91800	CAPITAL CANDY CO INC	35049	3	3	3
162301	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTER	VT	91800	CAPITAL CANDY CO INC	0	1	1	1
162301	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	91800	CAPITAL CANDY CO INC	35285	1	1	1
162301	732992	B&D MARKET	132 IRISH SETTLEMENT RD	PLATTSBURGH	NY	91800	CAPITAL CANDY CO INC	0	8	8	8
162301	760782	MAYHEW'S CORNER STR.	1 RIVER ST	RICHFORD	VT	91800	CAPITAL CANDY CO INC	11094	3	3	3
91800 Total									30	30	30



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 6786

09/22/97

ACCOUNT NUMBER: 091800	CAPITAL CANDY CO INC
VOUCHER NUMBER: 15370916	32 BURNHAM ST
DATE WRITTEN: 09/22/97	BARRE , VT 5641
STATUS: PAID	
AMOUNT PAID: 28.00	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/RICH TANCHYK

51845 6787